

12/12/96

17:17

HESS GAS STA OP + 9084179076

NO. 071

001

AMERADA HESS CORPORATION

CHARLES V.M. ISZARD
800-750-6144

1 HESS PLAZA
WOODBRIDGE, NJ 07095-0981

Via Fax (908) 417-9076

December 12, 1996

Mr. Nick Kuruc
R.J. Reynolds

Dear Nick;

As we discussed, attached is the store layout for the Ramsey NJ Location (PM Exclusive). Hess intends on opening the locations at state minimum pricing with strong manufacture support on promotional items and pricing.

Please review the layout and advise on the following:

- 1) Requirements for participation In the Partners Program; (i.e., Carton facings and locations, Pack facings and displays, and Point of sale material).
- 2) Funding levels based on proposed options.
- 3) Next steps

Please update the attached layout for each option and return by December 31st.

Very truly yours,



CHARLES V.M. ISZARD

cc: R. Lawlor
M. Brooks

51847 3476

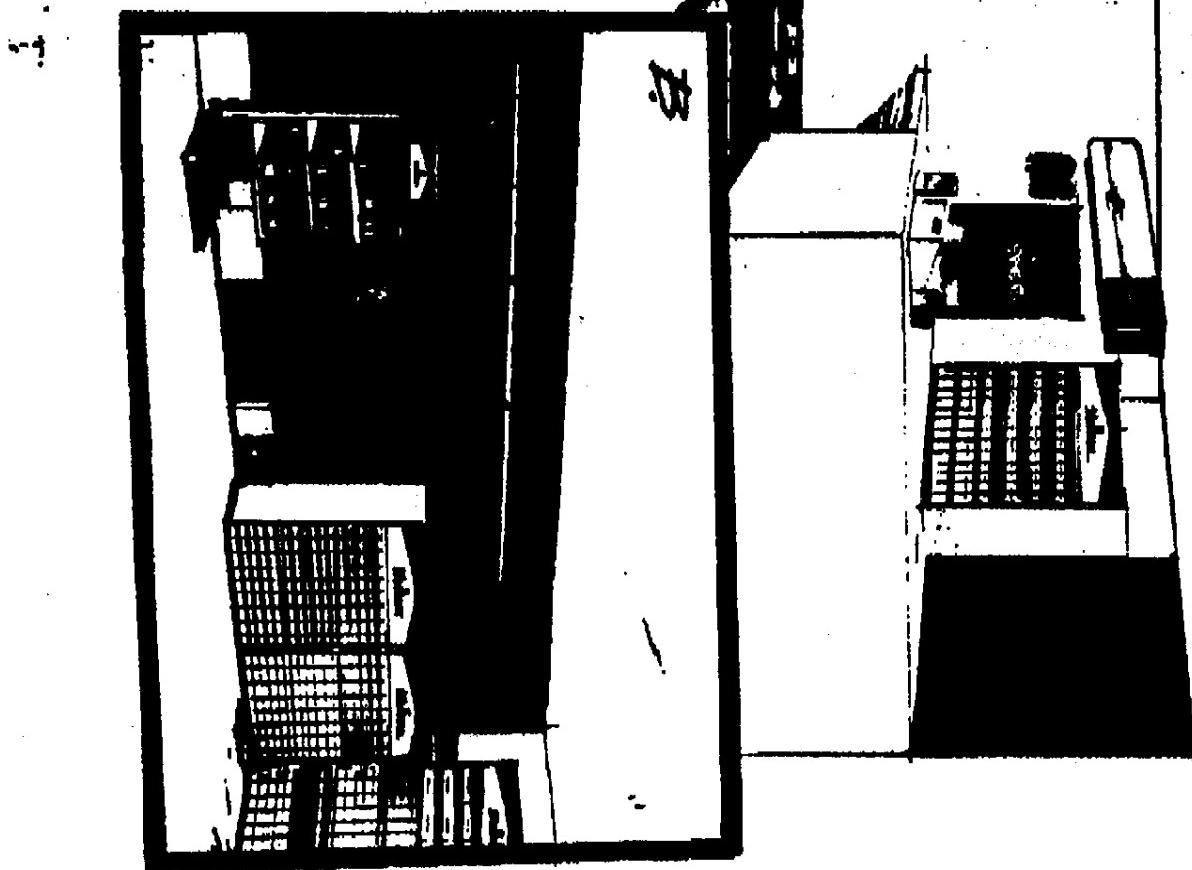
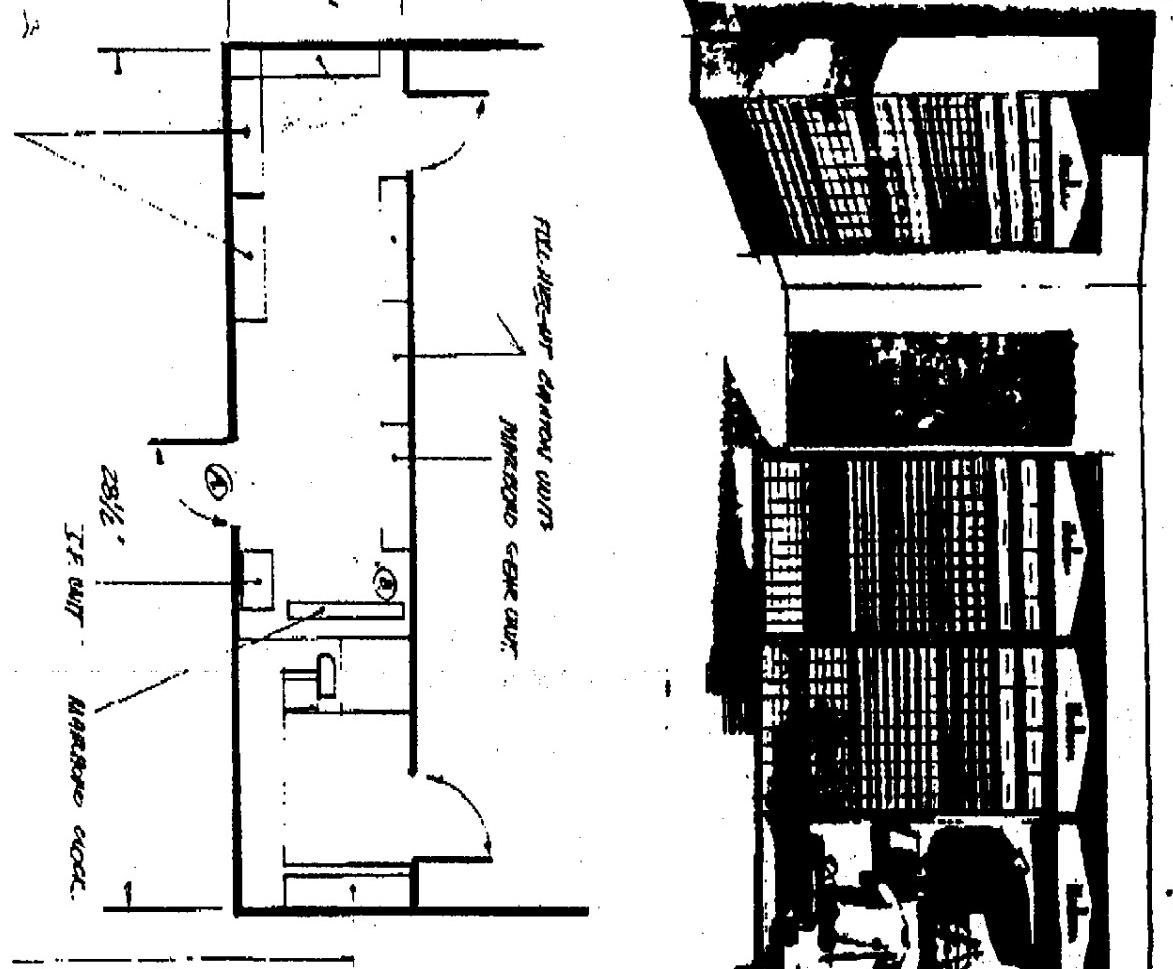
12/12/96

17:17

HESS GAS STA OP → 9084179076

NO. 071

P02



51847 3477